



## **EWA NEIGHBORHOOD BOARD NO. 23**

c/o NEIGHBORHOOD COMMISSION • 530 SOUTH KING STREET, ROOM 406 • HONOLULU, HAWAII 96813  
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### **RESOLUTION SUPPORTING SERVICE IMPROVEMENTS TO THEBUS AND URGING SUPPORT FOR THE MAYOR'S PROPOSED EXTERIOR FIXED ROUTE BUS ADVERTISING PLAN**

**WHEREAS**, access to affordable and reliable transportation widens opportunity and is essential in addressing poverty, unemployment, and other equal opportunity goals such as access to good schools and health care services; and

**WHEREAS**, the Department of Transportation (DTS) now seeks to improve service to the residents of the City & County of Honolulu, including restoring bus service for Route E Country Express! E/ Ewa Beach — Waipahū — Downtown (Route E) from Alapa'i Transit Center to Waikiki; and

**WHEREAS**, previously on June 3, 2012, DTS institute service changes for TheBus that modified routes, reduced services, lengthened wait times, and/or eliminated routes entirely for thirteen different bus routes, including routes serving the Ewa community; and

**WHEREAS**, although service changes negatively impacted all bus riders around the island, riders in Leeward Oahu communities were especially hard-hit because of the significant reduction of viable public transportation alternatives, creating hardship and severely increasing commuter travel times to and from downtown Honolulu and Ewa up to two hours each way; and

**WHEREAS**, TheBus faces increases in operating costs at a time when is the desire of the City & County of Honolulu's Administration and City Council that bus fares not be increased, and services be improved, prompting the Administration to consider alternative sources of sustainable revenues; and

**WHEREAS**, privately operated busses, carriers, trucks and trailers are permitted to advertise on the exterior of their vehicles; and

**WHEREAS**, state law does not prohibit exterior advertising on buses, giving the counties the power to regulate advertisement on public busses; and

**WHEREAS**, in response to this need for non-fare sustainable revenues to implement service improvements to Route E and other service areas, the Mayor has proposed Bill 69 (2013), which would generate sustainable revenues to be used solely for supporting operations of TheBus and TheHandi-Van by authorizing DTS to sell advertising space on the exterior of City fixed-route, public transit buses and paratransit vehicles; and

**WHEREAS**, the Ewa Neighborhood Board No. 23 finds that the Mayor's exterior bus advertising proposal is narrowly tailored to limit the types and sizes of advertisement and represents a fiscally sound decision to improve The Bus and The Handi-Van service to the people of the City & County of Honolulu; now, therefore,

**BE IT RESOLVED** that Neighborhood Board No. 23 strongly supports service improvements to TheBus and urges support for the Mayor's proposed exterior fixed route bus advertising plan in Bill 69 (2013); and

**BE IT FURTHER RESOLVED** that copies of this resolution be transmitted to the Mayor of the City & County of Honolulu, all members of the Honolulu City Council, the Director of the City & County of Honolulu Department of Transportation Services, the City & County of Honolulu Department of Budget and Fiscal Services, all members of Ewa Neighborhood Board and all neighborhood board chairs.

**Adopted** by the Ewa Neighborhood Board No. 23 at its regular meeting of February 13, 2014, by a vote of 9-1-0

Kevin Rathbun, Chair



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**COUNCIL COM.**

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**\*\*Submitted by Councilmember Menor at the April 23, 2014 Committee on Budget meeting.\*\***

**RESOLUTION SUPPORTING SERVICE IMPROVEMENTS TO THEBUS AND  
URGING SUPPORT FOR THE MAYOR'S PROPOSED EXTERIOR FIXED ROUTE  
BUS ADVERTISING PLAN**

**WHEREAS**, access to affordable and reliable transportation widens opportunity and is essential to addressing poverty, unemployment, and other equal opportunity goals such as access to good schools and health care services; and

**WHEREAS**, the Department of Transportation (DTS) now seeks to improve service to the residents of the City & County of Honolulu, to include a much-needed direct connection from Central Oahu to Kapolei; and

**WHEREAS**, previously on June 3, 2012, DTS instituted service changes for TheBus that modified routes, reduced services, lengthened wait times, and/or eliminated routes entirely for thirteen different bus routes; and

**WHEREAS**, TheBus faces increases in operating costs at a time when is the desire of the City & County of Honolulu's Administration and City Council that bus fares not be increased, and services be improved, prompting the Administration to consider alternative sources of sustainable revenues; and

**WHEREAS**, privately operated buses, carriers, trucks and trailers are permitted to advertise on the exterior of their vehicles; and

**WHEREAS**, state law does not prohibit exterior advertising on buses, giving the counties the power to regulate advertisement on public buses; and

**WHEREAS**, in response to this need for non-fare sustainable revenues to implement needed service improvements, the Mayor has proposed Bill 69 (2013), which would generate sustainable revenues to be used solely for supporting operations of TheBus and TheHandi-Van by authorizing DTS to sell advertising space on the exterior of City fixed-route, public transit buses and para transit vehicles; and

**WHEREAS**, Mililani/Waipio/Melemanu Neighborhood Board No. 25 finds that the Mayor's exterior bus advertising proposal is narrowly tailored to limit the types and sizes of advertisement and represents a fiscally sound decision to improve The Bus and The Handi-Van service to the people of the City & County of Honolulu; now, therefore,

**BE IT RESOLVED** that Neighborhood Board No. 25 strongly supports needed service improvements to TheBus, to include a much-needed direct connection from Central Oahu to Kapolei, and urges support for the Mayor's proposed exterior fixed route bus advertising plan in Bill 69 (2013); and

**BE IT FURTHER RESOLVED** that copies of this resolution be transmitted to the Mayor of the City & County of Honolulu, all members of the Honolulu City Council, the Director of the City & County of Honolulu Department of Transportation Services, the City & County of Honolulu Department of Budget and Fiscal Services, all members of Neighborhood Board No. 35, and all neighborhood board chairs.